January 28, 2021

INSPIRING CONFIDENCE, EVERY DAY

Kontoor Brands Accelerates Global Distribution of Wrangler® and Lee® with Leading Retail Distributor Jamilco

Jamilco Named as Primary Distributor and Retailer of *Wrangler*® and *Lee*® for Russia, Belorussia, Armenia and Kyrgyzstan

Antwerp, Belgium (January 28, 2021) - Kontoor Brands, Inc. (NYSE: KTB), a global lifestyle apparel company, with a portfolio led by two of the world's most iconic consumer brands, *Wrangler*® and *Lee*®*,* today announced a key retail and distribution relationship with Jamilco, amplifying Kontoor's commitment to accelerating the *Wrangler* and *Lee* brands' growth around the world. The new collaboration will expand *Wrangler* and *Lee* distribution in Russia through wholesale, retail and digital channels to Russian cities and territories including Belarus, Armenia and Kyrgyzstan.

"As our brands continue to grow in popularity with the Russian consumer, a strong distribution and retail partner is essential to continue to build on the momentum our brands have in this market," said Simon Fisher, Managing Director EMEA, Kontoor Brands. "Jamilco's unique understanding of the market and proven success across all distribution channels make them the perfect partner for expanding our brands' distribution and product accessibility throughout Russia."

Building on their proven success of building apparel brands in the Russian market, Jamilco will expand the *Wrangler* and *Lee* retail presence to more than 30 branded stores, including two *Wrangler* and *Lee* mono-branded flagship stores. The collaboration will also include an expansion of the brands' digital channels including the launch of e-commerce platforms that will leverage Jamilco's digital-first approach.

"We are excited by the opportunity to partner with Kontoor Brands to bring the Wrangler and Lee brands to even more Russian consumers through our successful distribution network," said Kira Balashova, General Director of Jamilco. "We will lean into our deep knowledge of the Russian market and consumer to capitalize on the growing excitement that surrounds these two iconic consumer brands."

Jamilco will begin working alongside Kontoor Brands in February 2021 to build on*Wrangler* and *Lee*'s rich history as denim icons with a focus on connecting with consumers through new and innovative brand and retail experiences throughout the Russian market.

About Kontoor Brands

Kontoor Brands, Inc. (NYSE: KTB) is a global lifestyle apparel company, with a portfolio led by two of the world's most iconic consumer brands: *Wrangler*® and *Lee*®. Kontoor designs, manufactures and distributes superior high-quality products that look good and fit right, giving people around the world the freedom and confidence to express themselves. Kontoor Brands is a purpose-led organization focused on leveraging its global platform, strategic sourcing model and best-in-class supply chain to drive brand growth and deliver long-term value for its stakeholders. For more information about Kontoor Brands, please visit www.KontoorBrands.com.

About Wrangler

With origins going back to 1904 in Greensboro, North Carolina, Wrangler was born in 1947 with products created for the rigorous demands of cowboys and ranch hands. When denim was adopted as the uniform of the growing youth movement in the 1950s, Wrangler became synonymous with teenage attitude. A founding denim brand with a pioneering spirit, Wrangler invented the game changing broken twill denim. More recent innovations include Indigood™, a sustainable dyeing process that reduces chemicals and virtually eliminates the use of water.

www.wrangler.com

About Lee

Steeped in more than 130 years of history, heritage denim brand Lee® is recognised as a founding father of the modern denim movement. One of the world's first denim brands, it has never let its rich history weigh it down and instead, imbued with the spirit of innovation coupled with respect for tradition, has continued to shape trends, taking workwear and spinning it into something altogether more fashion-forward and modern. Lee is part of Kontoor Brands, a global lifestyle apparel company.

www.lee.com

About Jamilco

JamilCo launched its Retail business in Russia in 1993.

Today JamilCo is one of the leading Fashion Retail & Distribution Companies in Russia.

Currently Jamilco Distributes, Retails and Markets 15 Global Brands in Russia, Belorussia, Kazakhastan, Armenia and Kyrgyzstan Please visit : www.jamilco.ru